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ABSTRACT

A self-instructional unit for first-year high school students of German is presented which is designed to familiarize the student with McDonald's in a German city and to increase appreciation of the similarities and differences between a McDonald's in America and one in Germany. Notes to the teacher outline specific objectives, student evaluation, and materials, and notes to the student provide facts about McDonald's in Germany and Europe that will be helpful in the study of the unit. Students will order a meal in German, converse with other students about the food, set up a miniature McDonald's in the classroom, convert money from DM to American dollars, and from American dollars to DM. Materials used in this exercise include order slips from McDonald's, German coins (actual or simulated) and advertising buttons, which can be used as rewards for successful completion of the unit. The unit contains many illustrations. (SW)

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Ronald McDonald®

Sagt: "Herzlich Willkommen in Deutschland!"

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

The following unit, intended for self instruction, was developed at the University of Minnesota Work-In in Erlangen, Germany, in the summer of 1976. Karen Clifford provided the illustrations. The author acknowledges the courtesy and assistance provided by the manager of McDonald's in Erlangen, who made available much material used in developing the activities.

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TO THE TEACHER:

Level: First-year high school.

Assumption: Students will have learned food vocabulary and the phrases pertaining to eating.

General Goal of the Unit: To familiarize the student with McDonald's in a German city and to appreciate the similarities and differences between a McDonald's in America and a McDonald's in Germany.

Specific Objectives: The student will be able to:

(1) Enumerate three differences and five similarities between McDonald's in Germany and McDonald's in America;
(2) Order a meal in German in a local McDonald's;
(3) Set up a miniature McDonald's in the classroom, order a meal, pay for it in German currency, and convert money from DM to American dollars, and from American dollars to DM; and
(4) Converse with other students about the food.

Evaluation: The student will come to the teacher for evaluation with a list of similarities and differences between McDonald's in Germany and McDonald's in the United States. The teacher will then hand the student an order slip from McDonald's on which he has checked certain items. The student must order these items in German, and then pay for them in DM after the teacher tells him how much he owes.

Materials:

(1) Order slips from McDonald's (see page 7, or get slips from your local McDonald's);
(2) German coins, either actual or simulated; and
(3) Advertising buttons (can be used as rewards for successful completion of the unit; See page 2).

Other Suggestions:

You may wish to contact a local McDonald's and arrange a visit where you as the teacher could take the orders in German and relay them to the waitress. This could be an added bonus, as the students could only buy those things they know how to order in German.

McDonald's
Cheeseburger
Der Hamburger
für Käsefreunde

Fang
Dir 'nen
Fischmäc!

McDonald's ®
HAPPY MÄC
Den sollten Sie mal kennenlernen

Wir
garantieren
den
„60-Sekunden
Service"!
McDonald's ®

NEU
McDonald's®
Viertel-Pfünder
Schon probiert?

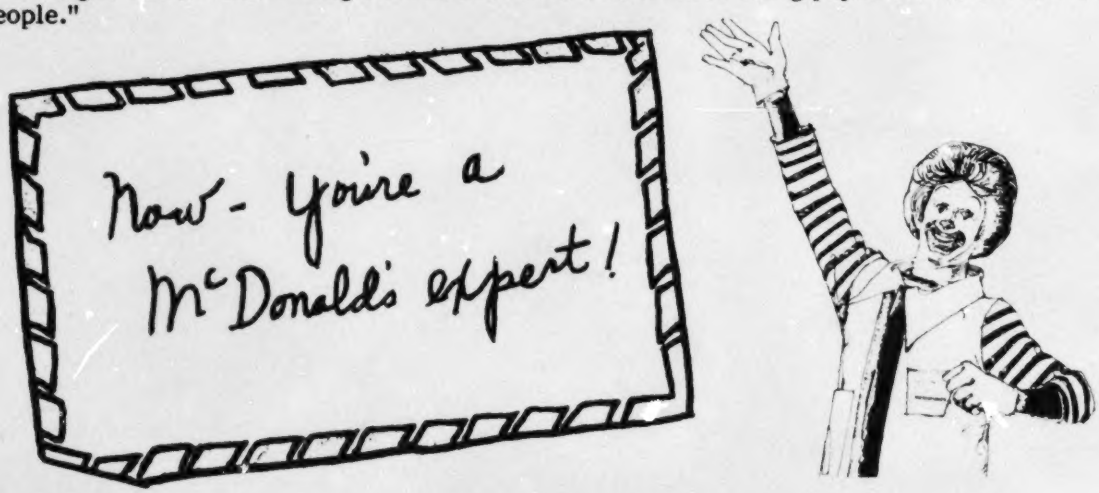
McDonald's
Vielen Dank Ihr
McDonald's

TO THE STUDENT:

INTRODUCTION

The following facts about McDonald's in Germany and Europe may be helpful in the study of this unit:

(1) There are over 100 McDonald's restaurants in Germany (as of 1978).
(2) Beer is sold at McDonald's in Germany, Holland, and Sweden.
(3) Wine is sold in France.
(4) Ronald McDonald periodically visits McDonald's Restaurants in Germany to attend certain promotions, grand openings, and children's festivals.
(5) McDonald's hamburgers are made of 100% beef.
(6) Chicken is also served in Germany, while chicken is served only in a very few McDonald's restaurants in the United States.
(7) McDonald's crew members are not required to have specific training prior to their McDonald's employment. They earn and learn at the same time.
(8) Germans are not accustomed to the usage of place mats; however, they are used at McDonald's.
(9) Prices are higher due to high food prices, high real estate rents, and high employment taxes.
(10) The Headquarters for McDonald's of Germany are in Munich.
(11) People of all ages eat in the restaurants.
(12) The restaurants are open from 9 a.m. to 11 p.m. except during the summer, when the hours are from 10 a.m. to 11 p.m. (23. 00 Uhr).
(13) The term 'Milk Shake' is not used, as federal food regulations require that when the word Milch is used in advertising a product, it must be fresh milk and not powdered milk. Thus, a milk shake is called a 'HAPPY MAC SHAKE.'
(14) HAPPY hats are also available for children.
(15) Children can celebrate their birthdays at McDonald's (See the last page of the unit).
(16) Beer, served in a disposable plastic container, can be purchased by anyone sixteen years of age or older.
(17) McDonald's restaurants in Germany do not currently serve breakfast. A typical German breakfast rarely includes pancakes, eggs, or muffins. As the manager of McDonald's in Erlangen said, "I can't imagine that kind of breakfast ever being popular with the German people."



WILLKOMMEN

You've just crossed the ocean and are looking forward to your visit in Germany. It is after 9 o'clock in the mornir g, and you are ready for a snack. You know there are Wienerschnitzel, Sauerkraut, and Wurst here but—you don't remember ever having heard About McDONALD's in German class!

CAN IT BE? WHAT IS THAT FAMILIAR SYMBOL IN THE DISTANCE?

McDonald's®

No, it's not a mirage! It's McDonald's! There really are McDonald's restaurants in Germany!

McDonald's restaurants have been in Germany since 1972 and are located throughout the country. McDonald's Restaurants are also operating in France, Ireland, Belgium, Switzerland, Austria, England, Holland, and Sweden.

What is McDonald's like in Germany?

McDonald's in Erlangen is located near the center of town, across from the Hugenottenplatz, the city square with the familiar fountain and bus stops, not far from the railroad station (Bahnhof). It is located in an old historical building which was originally the Post Office. According to the citizens of the town, the building has been there for hundreds of years. The McDonald's flag flies from a pole on the top of the building, and just beneath it, the flag of West Germany.

WHAT ARE YOU WAITING FOR? GO ON IN!

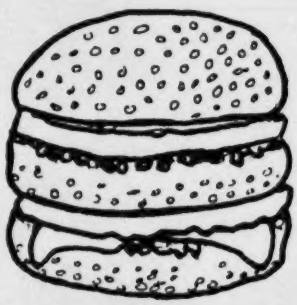
HAPPY MÄC*

Den sollten Sie mal kennenlernen. * (Kaltschale à la McDonald's)

As you enter, you see the familiar red and blue tables, chairs, and booths. The crew members are dressed in blue uniforms, and are young and cheerful. Behind the counters you see hamburgers, french fries, and apple pies being prepared and being kept hot.

THIS LOOKS JUST LIKE IT DOES AT HOME! BUT—

HOW ARE YOU EVER GOING TO ORDER YOUR FAVORITE—"A BIG MAC,"™ SANDWICH IN GERMAN?



SURPRISE!!! IT'S," BIG MÄC!"

Continue reading, and see what else you can order. You will also see a copy of the order pad, which will help you to figure out your bill.

ARTIKEL	1	2	3	4	5	6	7	8
H'BURGER	1,40	2,80	4,20	5,60	7,00	8,40	9,80	11,20
C'BURGER	1,60	3,20	4,80	6,40	8,00	9,60	11,20	12,80
D.H'BURGER	2,40	4,80	7,20	9,60	12,00	14,40	16,80	19,20
D.C'BURGER	2,80	5,60	8,40	11,20	14,00	16,80	19,60	22,40
1/4 PFÜNDER	3,20	6,40	9,60	12,80	16,00	19,20	22,40	25,60
C'1/4 PFÜNDER	3,60	7,20	10,80	14,40	18,00	21,60	25,20	28,80
BIG MÄC	3,25	6,50	9,75	13,00	16,25	19,50	22,75	26,00
FISCH MÄC	1,95	3,90	5,85	7,80	9,75	11,70	13,65	15,60
HÜHNCHEN	2,35	4,70	7,05	9,40	11,75	14,10	16,45	18,80
P'FRITES	,90	1,80	2,70	3,60	4,50	5,40	6,30	7,20
P'FRITES RP	1,35	2,70	4,05	5,40	6,75	8,10	9,45	10,80
ÄPPEL PEI	1,20	2,40	3,60	4,80	6,00	7,20	8,40	9,60

ARTIKEL	1	2	3	4	5	6	7	8
S SHAKE	1,50	3,00	4,50	6,00	7,50	9,00	10,50	12,00
E SHAKE	1,50	3,00	4,50	6,00	7,50	9,00	10,50	12,00
V SHAKE	1,50	3,00	4,50	6,00	7,50	9,00	10,50	12,00
COLA	,90	1,80	2,70	3,60	4,50	5,40	6,30	7,20
LIMONADE	,90	1,80	2,70	3,60	4,50	5,40	6,30	7,20
TRINKMILCH								
X COLA	1,45	2,90	4,35	5,80	7,25	8,70	10,15	11,60
X LIMONADE	1,45	2,90	4,35	5,80	7,25	8,70	10,15	11,60
O-SAFT	1,20	2,40	3,60	4,80	6,00	7,20	8,40	9,60
BIER	1,40	2,80	4,20	5,60	7,00	8,40	9,80	11,20
FLASCHENBIER	1,40	2,80	4,20	5,60	7,00	8,40	9,80	11,20
KAFFEE	,90	1,80	2,70	3,60	4,50	5,40	6,30	7,20
SCHOKOLADE	,90	1,80	2,70	3,60	4,50	5,40	6,30	7,20
EIS	1,10	2,20	3,30	4,40	5,50	6,60	7,70	8,80

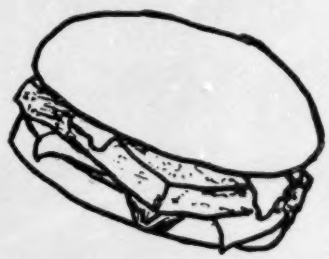
GESAMTSUMME

Preise incl. Mehrwertsteuer und Getränkesteuer

Vielen Dank und beehren Sie uns wieder.

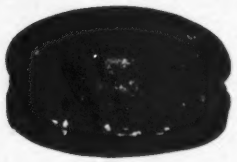
Zeichen

☐ K S Z G DPL CB E
☐ K S Z G DPL CB E
☐ K S Z G DPL CB E
☐ K TS CH E FISCH
☐ G Z CH MS SA BIG MÄC
_ K S Z G CH 1/4 Pf.



McDonald's

... die neue Art, preiswert zu essen.



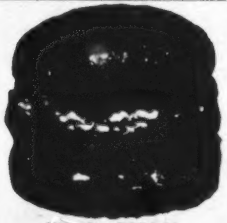
Hamburger DM 1.40
Doppel-Hamburger DM 2.40

Cheeseburger DM 1.60
Doppel-Cheeseburger DM 2.80

Fischmac DM 1.95

Viertel-Pfunder DM 3.20

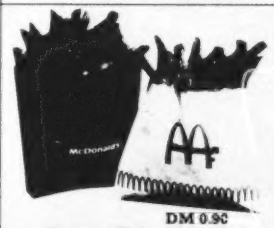
Viertel-Pfunder mit Käse DM 3.60



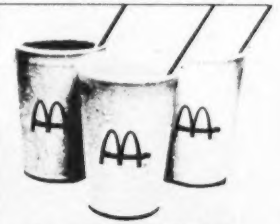
Big Mac DM 3.25

Appel Pei DM 1.20

McDonald's hat
zu jeder Zeit,
das Richtige für
Sie bereit.



DM 0.90
Pommes Frites DM 1.35



Happy Mac* 0,3 l DM 1.50

Kaffee/heißes Kakaogetränk
0,2 l DM 0.90

Cola/Limo
0,25 l DM 0.90
0,40 l DM 1.45

Orangen-
Kaltgetränk*
0,25 l DM 1.20

Bier 0,4 l DM 1.40

Alles
auch zum
Mitnehmen.

Preise inklusive Getränke-
und 11 % MWST

McDonald's

* mit Farbstoff, Konservierungsstoff, Sorbinsäure

Self-Test 1

What are the following in English:

1. Limo _____
2. Schokolade _____
3. Äppel Pei _____
4. Eis _____
5. Viertel-Pfünder _____
6. Pommes Frites _____
7. Hühnchen _____
8. Fischmäc _____
9. Bier _____
10. Doppel-Hamburger _____

Check your answers at the end of the unit.

Self-Test 2

Ready to check if you've mastered the vocabulary? Match the German in column A with the English in column B by writing the number of the German item in the blank preceding the English.

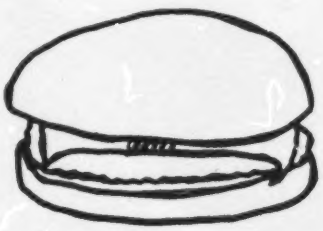
A.	B.
1. Pommes Frites	_____apple pie
2. Fischmäc	_____Quarter Pounder ®
3. Kaffee	_____ice cream
4. Eis	_____coffee
5. Viertel-Pfünder	_____lemonade
6. Bier	_____chicken
7. Hühnchen	_____beer
8. Limonade	_____Filet-O-Fish ®
9. Äppel Pei	_____French fries
10. Big Mäc	_____Big Mac ™

Check your answers at the end of the unit.

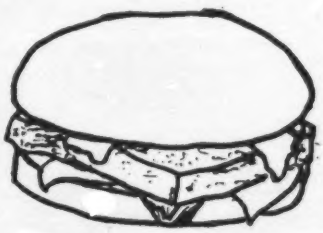
Self-Test 3

Write the appropriate German name under each of the following pictures. You can look back to a previous page if you need to. In any case, watch spelling. It may be very handy for the next exercise!

1. H _ _ _ _ _ _ g _ _

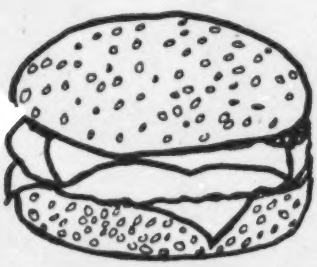


2. _ _ _ _ _ s _ _ _ _ _ _ _ _ _

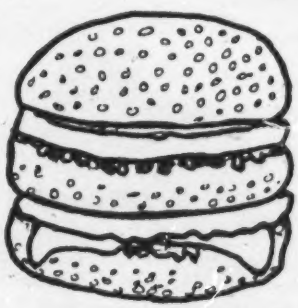


3. F _ _ _ _ _ m _ _

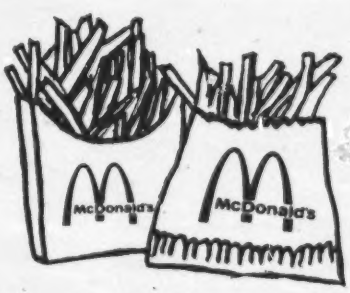
6. Ä _ _ _ _ _ _ _ _ _



4. V _ _ _ _ _ _ _ _ - P _ _ _ _ _ _ _ _ _ _ _ _ F _ _ _ _

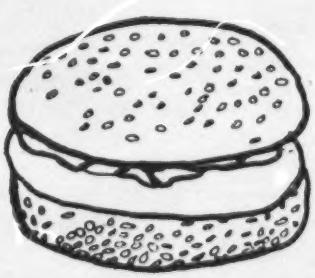


5. B _ _ _ M _ _



7. _ o _ _ _ _ _ _ r _ _ _ _ _

8. K _ _ _ _ _ _



9. V _ _ _ _ _ _ l - P _ _ _ _ _ _ _

10. B _ _ _ _

EINE PRÜFUNG GEFÄLLIG?

KEIN PROBLEM: DENN SIE SIND SEHR GESCHEIT!

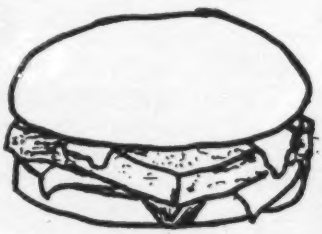
Self-Test 4

Write the German term or word for each of the following sketches. Check your answers at the end of the unit.

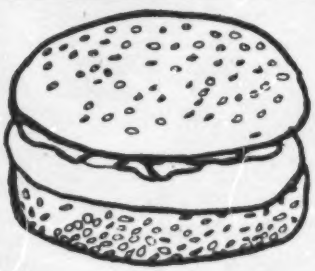
1. _____

5. _____

_____

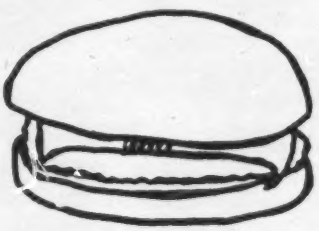


8. _____



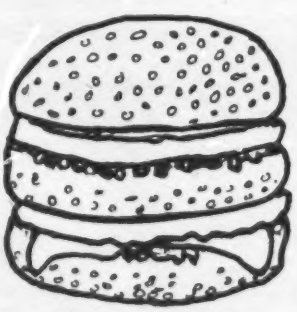
2. _____

_____

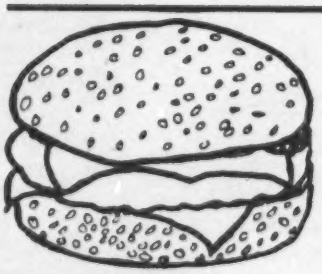


9. _____

6. _____



3. _____



7. _____

10. _____

_____

_____

4. _____

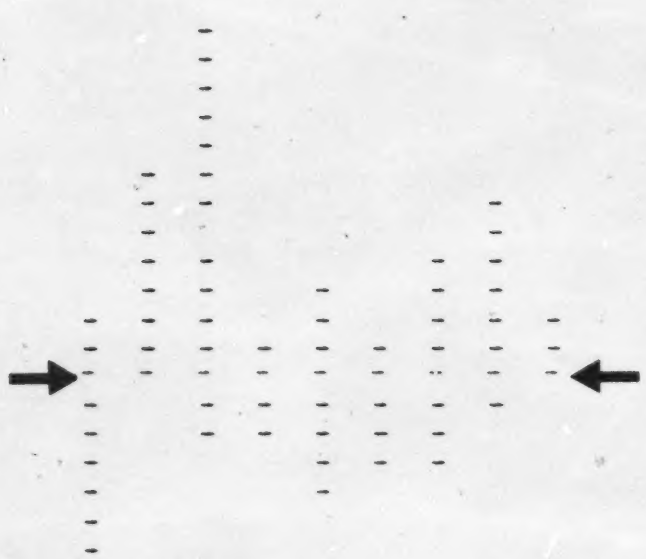
_____

Try this just for the fun of it!

Self-Test 5

Above each of the numbers and blanks is an English word for which you know the German word. Remember, the word has the same number of letters as there are blanks. When you are done, a mystery word can be read across the line marked by arrows.

		QUARTER						
	MILK	POUNDER		CHICKEN	THANK YOU	APPLE PIE	LEMONADE	ICE CREAM
HAMBURGER	SHAKE		COKE					
1	2	3	4	5	6	7	8	9



Now, choose someone in the class (preferably someone who has a few minutes to spare), and go to an unoccupied area of the room. Order a meal from him that you would order at a McDonald's in Germany. Does your friend know what you ordered? Now, let him order from you. Exchange roles and practice until you feel you have mastered the vocabulary.

Gut! Jetzt können Sie zu McDonald's gehen und ein Essen bestellen! Aber—wieviel kostet es? Was wird das Essen bei McDonald's kosten? Kostet es mehr oder weniger als in den U.S.A.? Warum?

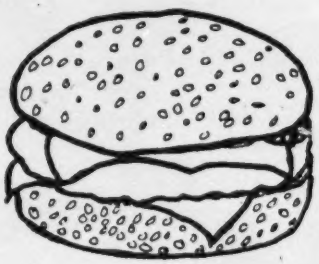
Remember, food costs are higher in Europe. Many items, all paper materials, and even Idaho potatoes are imported from the United States. The beef, however, is purchased in Europe.

Self-Test 6

Wieviel kostet folgendes in Deutschland?

(Copy the prices you find on page 7 or 8).

Pommes Frites	DM_____
Äppel Pei	DM_____
Limo (0, 40 1)	DM_____
Eis	DM_____
Big Mäc	DM_____
Viertel-Pfünder	DM_____
Fischmäc	DM_____
Cola (0, 25 1)	DM_____
H ..py Mäc	DM_____
Kaffee	DM_____



Self-Test 7

Now—convert the prices to dollars (The 1978 exchange is: U.S. $1.00 = DM $2.00, or DM $1.00 = U.S. $0.50).

Pommes Frites	_____
Äppel Pei	_____
Limonade (0, 40 1)	_____
Eis	_____
Big Mäc	_____
Viertel-Pfünder	_____
Fisch Mäc	_____
Cola (0, 25 1)	_____
Happy Mäc	_____
Kaffee	_____

Check your answers at the end of the unit.

Gehen wir jetzt zu McDonald's und bestellen wir uns ein Essen!

Remember, the teacher will be behind the counter. You'll order and pay as you would in Germany.

Oh, before you go—here's a chance to show what you know. After you have completed the following exercises, we'll be on our way!

(1) List three differences and five similarities between McDonald's in the United States and McDonald's in Germany.
(2) List four items that you will order.
(3) Total your bill. How much is that in American dollars?

Get some German money from the teacher, and let's be on our way!

GUTEN APPETIT!

McDonald's

GUTSCHEIN
für einen Original McDonald's Hamburger.

Gültig vom 24. Mai – 30. Juni 1976 im aufgeführten McDonald's Restaurant. Pro Person kann nur 1 Gutschein eingelöst werden.

FURTHER ACTIVITIES

(1) Make a 'DON'T LITTER' poster which you would find in McDonald's in Germany.
(2) Write to McDonald's in Oak Brook, Illinois, and get additional information regarding McDonald's in Germany.
(3) Ask someone who has been to Germany recently about his preference: McDonald's in Germany or McDonald's in America.
(4) Go to a supermarket and make a list of all the German products you find.

Answers to Self-Tests

Self-Test 1

1. lemonade
2. hot chocolate
3. apple pie
4. ice cream
5. Quarter Pounder ®
6. French fries
7. chicken
8. Filet-O-Fish ®
9. beer
10. double hamburger

Self-Test 2

9, 5, 4, 3, 8,
7, 6, 2, 1, 10

Self-Test 3

1. Hamburger
2. Cheeseburger
3. Fischmäc
4. Viertel-Pfünder mit Käse
5. Big Mäc
6. Äppel Pei
7. Pommes Frites
8. Kaffee
9. Viertel-Pfünder
10. Bier

Self-Test 4

1. Äppel Pei
2. Viertel-Pfünder
3. Hamburger
4. Viertel-Pfünder mit Käse
5. Pommes Frites
6. Cheeseburger
7. Big Mäc
8. Fischmäc
9. Bier
10. Cola, Limo und Orangen-Kaltgetränk

Self-Test 5

1. Hamburger
2. Happy Mäc
3. Viertel-Pfünder
4. Cola
5. Hühnchen
6. Danke
7. Äppel Pei
8. Limonade
9. Eis

Mystery Word: McDonald's

Self-Test 6

1. ,90
2. 1,20
3. 1,45
4. 1,10
5. 3,25
6. 3,20
7. 1,95
8. ,90
9. 1,50
10. ,90

Self-Test 7

1. $0.45
2. $0.60
3. $0.73
4. $0.55
5. $1.63
6. $1.60
7. $0.98
8. $0.45
9. $0.75
10. $0.45

Hat Ihr Kind bald Geburtstag?? Feiern Sie ihn doch bei McDonald's!

Und Sie ersparen sich alle mühsamen Vorbereitungen, Aufregung, Lärm und Abwasch!

Dazu gibt's für alle Kinder Gratisgeschenke.

Sie wissen, wie gerne die Kinder zu McDonald's gehen. Und erst recht, wenn Sie ihren Geburtstag bei McDonald's feiern können. Wir glauben, daß dies auch in Ihrem Sinne ist. Wenn Sie sich nur vorstellen, wieviel Arbeit Sie sich ersparen. Deshalb sollten Sie unser Angebot mal lesen:

- ★ Jeder Geburtstags-Party-Gast erhält gratis einen Party-Hut, ein kleines Geschenk, eine Autogrammkarte von Ronald McDonald und einen Gutschein für entweder Pommes Frites, Hamburger oder Milchshake für den nächsten Besuch bei McDonald's.
- ★ Das Geburtstagskind erhält ein Extra-Geschenk und zwar Farbfilzstifte von McDonald's.
- ★ Speisen und Getränke werden zu regulären Preisen ausgegeben.

Über alle weiteren Einzelheiten wie Buchung, Datum etc. gibt Ihnen der Lokalgeschäftsführer gerne Auskunft.

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McDonald's

McDonald's Restaurants ... die neue Art, preiswert zu essen.